

Innovative Advertising  
4250 Highway 22  
Suite 7  
Mandeville LA 70417-1264

**Chad Barefoot / R / NC Senate / District 18**  
Submission Number 3987 Issue 3



**WNCN-TV**  
1205 Front St  
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

**Original**

<b>Client:</b>	Chad Barefoot/ R / NC Senate / District 18	<b>Submission Cost:</b>	37390	<b>Campaign Ref:</b>	BJW12091001
<b>Buyer:</b>	..	<b>Client/Product/Estimate:</b>	. / . / 978	<b>Sales Rep:</b>	WNCN Political
<b>Schedule Dates:</b>	09/11/12 to 09/30/12	<b>Weeks:</b>	3	<b>Order Ref:</b>	
<b>Est./PO Number:</b>		<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	Chad Barefoot/ R / NC Senate / District 18	<b>Booking Group:</b>	WNCN	<b>Key Market:</b>	Raleigh-Durham, NC
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	09/24	Total	Cost
1	M-F 5a News MTWTF..	06	25	30 Comme	Nbr of Spots 4			4	100
2	M-F 5a News MTWTF..	06	25	30 Comme	Nbr of Spots 4	4	4	8	200
3	M-F 6a News MTWTF..	06	65	30 Comme	Nbr of Spots 4			4	260
4	M-F 6a News MTWTF..	06	65	30 Comme	Nbr of Spots 4	4	4	8	520
5	M-F 7a Today Show MTWTF..	03	575	30 Comme	Nbr of Spots 4			4	2300
6	M-F 7a Today Show MTWTF..	03	575	30 Comme	Nbr of Spots 4	4	4	8	4600
7	M-F 6p News MTWTF..	06	75	30 Comme	Nbr of Spots 1			1	75
<b>Weekly Totals: Total Spots(Ord Spots)</b>					33	34	34	101	
<b>Closed PR</b>					4	1	1	6	

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Original

Client: Chad Barefoot/ R / NC Senate / District 18	Submission Cost: 37390	Campaign Ref: BJW12091001
Buyer: ..	Client/Product/Estimate: .I./978	Sales Rep: WNCN Political
Schedule Dates: 09/11/12 to 09/30/12	Weeks: 3	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	09/24	Total	Cost
8	M-F 6p News MTWTF..	06	75	30 Comme	Nbr of Spots	4	4	8	600
9	M-F 630p ET / 530p CT NBC Nightly News MTWTF..	04	650	30 Comme	Nbr of Spots	4		4	2600
10	M-F 630p ET / 530p CT NBC Nightly News MTWTF..	04	650	30 Comme	Nbr of Spots	4	4	8	5200
11	M-Su 11p News MTWTF..	03	615	30 Comme	Nbr of Spots	4		4	2460
12	M-Su 11p News MTWTF..	03	615	30 Comme	Nbr of Spots	4	4	8	4920
13	Fri 9p ET / 8p CT Grimm MTWTFSS Isolations: W/C 09/10 ....F., W/C 09/17 ....F., W/C 09/24 ....F..	06	650	30 Comme	Nbr of Spots	1	1	2	1300
14	Sat 6p News .....S.	05	100	30 Comme	Nbr of Spots	1	1	2	200
15	Sat 7p News .....S.	06	75	30 Comme	Nbr of Spots	1	1	2	150
16	Sun 8a Today Show MTWTFSS Isolations: W/C 09/10 .....S, W/C 09/17 .....S, W/C	06	45	30 Comme	Nbr of Spots	1	1	2	180
Weekly Totals: Total Spots(Ord Spots)					33	34	34	101	
Closed PR					4	1	1	6	

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**Original**

<b>Client:</b> Chad Barefoot/ R / NC Senate / District 18	<b>Submission Cost:</b> 37390	<b>Campaign Ref:</b> BJW12091001
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> . / .978	<b>Sales Rep:</b> WNCN Political
<b>Schedule Dates:</b> 09/11/12 to 09/30/12	<b>Weeks:</b> 3	<b>Order Ref:</b>
<b>Est./PO Number:</b>	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	09/24	Total	Cost
17	Sun 10a Meet The Press MTWTFSS Isolations: W/C 09/10 .....S, W/C 09/17 .....S, W/C 09/24 .....S	04	550	30 Nbr of Spots	1		1	2	1100
18	Sun 11a Chris Matthews Show MTWTFSS Isolations: W/C 09/10 .....S, W/C 09/17 .....S, W/C 09/24 .....S	03	100	30 Nbr of Spots	1	1	1	3	300
19	Sun 6p News MTWTFSS Isolations: W/C 09/10 .....S, W/C 09/17 .....S, W/C 09/24 .....S	03	185	30 Nbr of Spots	1		1	2	370
20	Sun 7p ET / 6p CT Football Night In America MTWTFSS Isolations: W/C 09/10 .....S, W/C 09/17 .....S, W/C 09/24 .....S	06	600	30 Nbr of Spots	2		1	3	1800
21	Tue 930p ET / 830p CT The New Normal MTWTFSS Isolations: W/C 09/10 .T..... . W/C 09/17 .T....., W/C 09/24 .T.....	05	1500	30 Nbr of Spots	1	1	1	3	4500
22	M-F 6p News M..WTF..	06	75	30 Nbr of Spots	2			2	150
<b>Weekly Totals: Total Spots(Ord Spots)</b>					33	34	34	101	
<b>Closed PR</b>					4	1	1	6	

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Original

Client:	Chad Barefoot / R / NC Senate / District 18	Submission Cost:	37390	Campaign Ref:	BJW12091001
Buyer:	...	Client/Product/Estimate:	. / . / 978	Sales Rep:	WNCN Political
Schedule Dates:	09/11/12 to 09/30/12	Weeks:	3	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	09/24	Total	Cost
23	Sun 10a Meet The Press .....S	04		30 Comme	Closed PR 1			1	
24	Sun 10a Meet The Press MTWTFSS Isolations: W/C 09/17 .....S	03	750	30 Comme	Closed PR	1		1	1500
25	M-F 6p News MTWTFSS Isolations: W/C 09/24 MTWTF..	06	75	30 Comme	Nbr of Spots		1	1	75
26	Sun 7p ET / 6p CT Football Night In America MTWTFSS Isolations: W/C 09/17 .....S	05	900	30 Comme	Nbr of Spots	1		1	900
27	Fri 9p ET / 8p CT Grimm MTWTFSS Isolations: W/C 09/17 ....F..	06	600	30 Comme	Nbr of Spots	1		1	600
28	Sat 7p News MTWTFSS Isolations: W/C 09/17 .....S.	05	80	30 Comme	Nbr of Spots	1		1	80
29	Sun 6p News .....S	02	350	30 Comme	Nbr of Spots	1		1	350
Weekly Totals: Total Spots(Ord Spots)					33	34	34	101	
Closed PR					4	1	1	6	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
7	M-F 6p News	:30 Commercial	09/10/12	Closed Pre Emption	225.00	No Makegood / Credit	0000000000	BJW12091001
17	Sun 10a Meet The Press	:30 Commercial	09/24/12	Closed Pre Emption	550.00	No Makegood / Credit	0000000000	BJW12091001
22	M-F 6p News	:30 Commercial	09/10/12	Closed Pre Emption	75.00	No Makegood / Credit	0000000000	BJW12091001
23	Sun 10a Meet The Press	:30 Commercial	09/17/12	Closed Pre Emption	550.00	No Makegood / Credit	0000000000	BJW12091001

Grand Totals

		Month 9 Weeks: 5		
Totals		09/10	09/17	09/24
Spots	101	33	34	34
Cost	37390	12350	13195	11845

Grand Totals:	Spots:	101
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Gross Total: 37,390.00

Commission: 5,608.50

Net Total: 31,781.50



# Buy Detail Report

Revision #: Date: 9/11/2012

Client: SD18 Chad Barefoot Raleigh  
Media: TV  
Product: Political  
Market: Raleigh-Durham  
Primary Demo: Adults 35+  
Separation between spots: 30  
Estimate: 978  
Description: SD18 Chad Barefoot Campaign 18\_13 thru 9\_23  
Flight Start Date: 8/20/2012 05:00 AM  
Flight End Date: 9/30/2012 04:59 AM  
Survey: Nov12 Proj. (Nov11 HUT, May12 SHR)  
C-DMA Nielsen Live+7  
Buyer: Heidi Guerra

Send Billing To: Innovative Advertising  
4250 Hwy 22  
Suite 7  
Mandeville, LA 70471  
Phone: 985.377.7161  
Fax: 985.377.7118

Line No	Daypart Program	STN Gross	Dur	Wks 9/10	9/17	9/24	Total Spots	Adults 35+ Rtg/CPP
WNCN-TV								
6	MTuWThF 5:00a-5:30a NBC17 TDY-5AM	\$25.00	30	4	4	4	12	0.4 \$62.50
7	MTuWThF 6:00a-7:00a NBC17 TDY-6AM	\$65.00	30	4	4	4	12	0.7 \$92.86
8	MTuWThF 7:00a-9:00a TODAY SHW	\$575.00	30	4	4	4	12	1.3 \$442.31
9	MTuWThF 6:00p-6:30p NBC-17 NEWS-6	\$75.00	30	4	4	4	12	1.4 \$53.57
10	MTuWThF 6:30p-7:00p NBC NITELY NWS<	\$650.00	30	4	4	4	12	2.2 \$295.45
12	MTuWThFSaSu 11:00p-11:35p NBC-17 NWS-11<	\$615.00	30	4	4	4	12	1.7 \$361.76
14	F 9:00p-10:00p GRIMM-NBC	\$650.00	30	1	1	1	3	4.3 \$151.16
15	Sa 6:00p-6:30p AVG. ALL WKS	\$100.00	30	1	1	0	2	7.1 \$14.08
16	Sa 7:00p-7:30p NBC-17 NEWS-7	\$75.00	30	1	1	1	3	3.4 \$22.06
17	Su 8:00a-9:00a SUN TODAY-NBC	\$45.00	30	1	1	2	4	1.0 \$45.00
18	Su 10:00a-11:00a MEET PRESS-SUN	\$550.00	30	1	2	1	4	0.7 \$785.71
19	Su 11:00a-11:30a CHRIS MATTHEWS	\$100.00	30	1	1	1	3	0.6 \$166.67
20	Su 6:00p-6:30p AVG. ALL WKS	\$185.00	30	1	1	1	3	4.8 \$38.54
21	Su 7:00p-8:15p AVG. ALL WKS	\$600.00	30	2	1	1	4	6.0 \$100.00



# Buy Detail Report

Revision #:      Date: 9/11/2012

<b>Client:</b> SD18 Chad Barefoot Raleigh	<b>Estimate:</b> 978	<b>Send Billing To:</b> Innovative Advertising
<b>Media:</b> TV	<b>Description:</b> SD18 Chad Barefoot Campaign 18_13 thru 9_23	4250 Hwy 22
<b>Product:</b> Political	<b>Flight Start Date:</b> 8/20/2012 05:00 AM	Suite 7
<b>Market:</b> Raleigh-Durham	<b>Flight End Date:</b> 9/30/2012 04:59 AM	Mandeville, LA 70471
<b>Primary Demo:</b> Adults 35+	<b>Survey:</b> Nov12 Proj. (Nov11 HUT, May12 SHR) C-DMA Nielsen Live+7	<b>Phone:</b> 985.377.7161
<b>Separation between spots:</b> 30	<b>Buyer:</b> Heidi Guerra	<b>Fax:</b> 985.377.7118

Line No	Daypart Program	STN Gross	Wks			Total Spots	Adults 35+
			Dur	9/10	9/17	9/24	Rtg/CPP
<b>WNCN-TV</b>							
74	Tu 9:30p-10:00p	\$1,500.00		30	1	1	3.9
	AVG. ALL WKS						
				<b>Total Spots:</b>			
				34	34	33	
				<b>Total GRP/GIMP(Mil):</b>			
				68.6	63.3	56.5	
				<b>Total CPP/CPM:</b>			
							101
<b>Total Cost:</b>		\$36,570.00					

Signature: \_\_\_\_\_

**Disclaimer:** Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must match the broadcast order and any make goods must be approved prior to running. Invoices are due on the 5th of the month in duplicate. Station agrees that Innovative can cancel this media campaign at any time. At least 90% of all placed GRPs must be matched. All sports programming spots must run during game and not pregame, postgame or at halftime otherwise spots will be credited. By accepting this buy, station understands and agrees that INN is acting solely as an agent for said client in which all billing will be in care of INN and ultimate liability of payment will rest with said client until client makes payment to agency. This placement and acceptance of it supersedes and overrides any previously executed contracts and applications of credit that contradicts this liability transfer agreement.



# Summary by Station/System

Date: 9/11/2012

Client: SD18 Chad Barefoot Raleigh  
 Media: TV  
 Product: Political  
 Market: Raleigh-Durham  
 Primary Demo: Adults 35+  
 Separation between spots: 30

Estimate: 978  
 Description: SD18 Chad Barefoot Campaign 1 8\_13 thru 9\_23  
 Flight Start Date: 8/20/2012 05:00 AM  
 Flight End Date: 9/30/2012 04:59 AM  
 Survey: Nov12 Proj. (Nov11 HUT, May12 SHR)  
 C-DMA Nielsen Live+7  
 Buyer: Heidi Guerra

Send Billing To: Innovative Advertising  
 4250 Hwy 22  
 Suite 7  
 Mandeville, LA 70471  
 Phone: 985.377.7161  
 Fax: 985.377.7118

Station	Total Spots	STN Gross	PCT	CPP	Adults 35+	GRP	PCT
WNCN-TV	101	\$36,570.00	100%	\$194.11	188.4	100%	
Market Total:	101	\$36,570.00		\$194.11	188.4		





# Buy Detail Report

BSW12091001

Revision #: Date: 9/10/2012

Client: SD 18 Chad Barefoot Raleigh  
Media: TV

Estimate: 978  
Description: SD18 Chad Barefoot Campaign | 8\_13 thru 9\_23

Send Billing To: Innovative Advertising  
4250 Hwy 22

Product: Political  
Market: Raleigh-Durham  
Primary Demo: Adults 35+

Flight Start Date: 8/20/2012 05:00 AM  
Flight End Date: 9/30/2012 04:59 AM  
Survey: Nov12 Proj. (Nov11 HUT, May12 SHR)  
C-DMA Nielsen Live+7

Separation between spots: 30

Buyer: Heidi Guerra

Suite 7  
Mandeville, LA 70471  
Phone: 985.377.7161  
Fax: 985.377.7118

Line No	Daypart Program	STN Gross	Dur	Wks 9/3	9/10	9/17	9/24	Total Spots	Adults 35+ Rtg/CPP
<b>WNCN-TV</b>									
6	MTuWThF 5:00a-5:30a NBC17 TDY-5AM	\$100.00	25	30	0	4	4	4	0.4
7	MTuWThF 6:00a-7:00a NBC17 TDY-6AM	\$175.00	65	30	0	4	4	4	0.7
8	MTuWThF 7:00a-9:00a TODAY SHW	\$350.00	575	30	0	4	4	4	1.3
9	MTuWThF 6:00p-6:30p NBC-17 NEWS-6	\$200.00	75	30	0	4	4	4	1.4
10	MTuWThF 6:30p-7:00p NBC NITELY NWS<	\$375.00	650	30	0	4	4	4	2.2
12	MTuWThFSaSu 11:00p-11:35p NBC-17 NWS-11<	\$400.00	615	30	0	4	4	4	1.7
14	F 9:00p-10:00p GRIMM-NBC	\$1,200.00	650	30	0	1	1	1	4.3
15	Sa 6:00p-6:30p AVG. ALL WKS	\$150.00	100	30	0	1	1	1	7.1
16	Sa 7:00p-7:30p NBC-17 NEWS-7	\$100.00	75	30	0	1	1	1	3.4
17	Su 8:00a-9:00a SUN TODAY-NBC	\$125.00	45	30	1	1	1	3	\$29.41
18	Su 10:00a-11:00a MEET PRESS-SUN	\$650.00	✓	30	1	1	1	3	\$125.00
19	Su 11:00a-11:30a CHRIS MATTHEWS	\$100.00	✓	30	1	1	1	3	\$785.71
20	Su 6:00p-6:30p AVG. ALL WKS	\$150.00	185	30	1	1	1	3	\$166.67
21	Su 7:00p-8:15p AVG. ALL WKS	\$1,400.00	600	30	1	1	1	3	\$31.25
					1	1	1	3	\$233.33



# Buy Detail Report

Revision #:      Date: 9/10/2012

<b>Client:</b> SD18 Chad Barefoot Raleigh	<b>Estimate:</b> 978	<b>Send Billing To:</b> Innovative Advertising
<b>Media:</b> TV	<b>Description:</b> SD18 Chad Barefoot Campaign   8_13 thru 9_23	4250 Hwy 22
<b>Product:</b> Political	<b>Flight Start Date:</b> 8/20/2012 05:00 AM	Suite 7
<b>Market:</b> Raleigh-Durham	<b>Flight End Date:</b> 9/30/2012 04:59 AM	Mandeville, LA 70471
<b>Primary Demo:</b> Adults 35+	<b>Survey:</b> Nov12 Proj. (Nov11 HUT, May12 SHR) C-DMA Nielsen Live+7	<b>Phone:</b> 985.377.7161
<b>Separation between spots:</b> 30	<b>Buyer:</b> Heidi Guerra	<b>Fax:</b> 985.377.7118

Line No	Daypart Program	STN Gross	Dur	Wks					Total Spots	Adults 35+ Rtg/CPP
74	WNCN-TV Tu 9:30p-10:00p	\$1,200.00		30	0	1	1	1	3	3.9
	AVG. ALL WKS									
				Total Spots:					104	\$307.69
				Total GRP/GIMP(Mil):					13.1	200.9
				Total CPP/CPM:					62.6	\$181.43
Total Cost:										

Signature: \_\_\_\_\_

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# Summary by Station/System

Date: 9/10/2012

Client: SD 18 Chad Barefoot Raleigh  
 Media: TV  
 Product: Political  
 Market: Raleigh-Durham  
 Primary Demo: Adults 35+  
 Separation between spots: 30

Estimate: 978  
 Description: SD18 Chad Barefoot Campaign | 8\_13 thru 9\_23  
 Flight Start Date: 8/20/2012 05:00 AM  
 Flight End Date: 9/30/2012 04:59 AM  
 Survey: Nov12 Proj. (Nov11 HUT, May12 SHR)  
 C-DMA Nielsen Live+7  
 Buyer: Heidi Guerra

Send Billing To: Innovative Advertising  
 4250 Hwy 22  
 Suite 7  
 Mandeville, LA 70471  
 Phone: 985.377.7161  
 Fax: 985.377.7118

Station	Total Spots	STN Gross	PCT	CPP	Adults 35+	GRP	PCT
WNCN-TV	104	\$36,450.00	100%	\$181.43	200.9	100%	
Market Total:	104	\$36,450.00		\$181.43	200.9		

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <span style="font-size: 1.2em;">WNCN Raleigh, NC</span>	<b>Date:</b> <span style="font-size: 1.2em;">9/10/12</span>
---	--

I, Heidi Guerra

being/on behalf of: Chad Barefoot, a legally

qualified candidate of the Republican political

party for the office of: State Senate

in the \_\_\_\_\_

election to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	See	Attached			

**Total Charges:** \$ 36,450 Gross

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

N/A

I represent that the payment for the above described broadcast time has been furnished by:

Committee to Elect Chad Barefoot

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Chris Ayers

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

***To Be Signed By Candidate or Authorized Committee***

9/10/12  
Date

Date \_\_\_\_\_

Heidi Guerra

Signature \_\_\_\_\_

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Title